



**Energy Efficiency Board Marketing Committee Meeting**

**Wednesday, February 17, 2016, 2:30 – 4:00 p.m.**

Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT

Call in number: (408) 650-3123 / Pass code: 774-607-757

Webinar Link: <https://global.gotomeeting.com/join/774607757>

Meeting Materials Available at: <https://app.box.com/s/od6xtyt0zjmfboim5dtrj048wqp9yunp>

**AGENDA**

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| <b>1. Introduction and agenda review</b>   | <b>2:30 p.m. — Jamie Howland</b>  |
| <b>2. Review of January Marketing Committee meeting minutes</b>  | <b>2:30 - 2:35 p.m. — 5 min., Jamie Howland</b>   |
| <b>3. Report on the January status update sent to the Connecticut Green Bank</b>                               | <b>2:35 - 2:40 p.m. — 5 min., Mark Grindell</b>   |
| <b>4. 2015 End of Year public relations results</b>  | <b>2:40 - 3:10 p.m. — 30 min., Mark Grindell (15 min.); followed by Ellen Rosenthal (15 min.)</b> |
| <b>5. Update on the Security of the Energize CT website and development of a website emergency action plan</b> | <b>3:10 - 3:15 p.m. — 5 min., Cheryl Mattson</b>  |
| <b>6. Company proposed metrics and goals for social media</b>  | <b>3:15 - 3:25 p.m. — 10 min., Cheryl Mattson</b>   |
| <b>7. Update on CGB funding contribution to the 2016 Statewide Marketing Plan</b>                              | <b>3:25 - 3:30 p.m. — 5 min., Mark Grindell, Bob Wall (if in attendance)</b>                      |

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| <p><b>8. Update on 2016 Statewide Marketing Plan activities and review of draft action plan</b><br/>(including update on the video production RFP and media buy)</p>  | <p><b>3:30 - 3:40 p.m. — 10 min., Mark Grindell, Ellen Rosenthal</b></p> |
| <p><b>9. Draft goals for the 2016 Statewide Marketing Plan campaigns</b></p>  | <p><b>3:40 - 3:50 p.m. — 10 min., Mark Grindell, Ellen Rosenthal</b></p> |
| <p><b>10. Update on WISE USE phone number research</b></p>  | <p><b>3:50 - 4:00 p.m. — 5 min., Michele Melley,</b></p>                 |
| <p><b>11. Other business and agenda items for the next Marketing Committee meeting</b></p> <ul style="list-style-type: none"><li>• Proposal to update to the brand guidelines</li><li>• Proposed guidelines for confidential marketing materials</li><li>• Finalization of third-party brand guidelines</li></ul> | <p><b>3:55 - 4:00 p.m. — 5 min., Jamie Howland</b></p>                   |